



www.KCTV5.com  
www.kctv5.com

**KCTV5**  
**FEIN: 42-0410230**  
**4500 Shawnee Mission Pkwy**  
**Fairway, KS 66205**  
**(913)677-5555**

# CONTRACT

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 489365 /		<u>Alt Order #</u> 06277192
<u>Product</u> TODD AKIN FOR SENATE		
<u>Contract Dates</u> 08/14/12 - 08/22/12		<u>Estimate #</u> 2608
<u>Advertiser</u> Todd Akin For Mo US Senate		<u>Original Date / Revision</u> 08/14/12 / 08/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KCTV	08/15/12	08/17/12	More in the Morning 6A	6-7am		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$350.00			
N 2	KCTV	08/18/12	08/18/12	CBS Saturday Early Show	Sat 6-8am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----1-				1	\$300.00			
N 3	KCTV	08/19/12	08/19/12	CBS Sunday Morning	8-930am		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----1				1	\$1,000.00			
N 4	KCTV	08/15/12	08/17/12	KCTV5 News @ 5P	5-530pm		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$700.00			
N 5	KCTV	08/15/12	08/17/12	KCTV5 News @ 6P	6-630pm		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$700.00			
N 6	KCTV	08/18/12	08/18/12	KCTV5 News @ 5P Sat	Sat 5-530p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----1-				1	\$250.00			
N 7	KCTV	08/15/12	08/17/12	KCTV5 News @ 10P	10-1035pm		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$650.00			
N 8	KCTV	08/18/12	08/18/12	KCTV5 News @ 10P Sat	10-1035pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----1-				1	\$400.00			
N 9	KCTV	08/19/12	08/19/12	KCTV5 News @ 10P Sun	10-1030pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----1				1	\$500.00			
N 10	KCTV	08/15/12	08/17/12	KCTV5 News @ 4P	4-5pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$500.00			
N 11	KCTV	08/19/12	08/19/12	KCTV5 News @ 5:30 P Sun	530-6pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1				1	\$700.00			
N 12	KCTV	08/20/12	08/22/12	More in the Morning 6A	6-7am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTW----				1	\$350.00			
N 13	KCTV	08/20/12	08/22/12	KCTV5 News @ 5P	5-530pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTW----				1	\$700.00			
N 14	KCTV	08/20/12	08/22/12	KCTV5 News @ 6P	6-630pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTW----				1	\$700.00			
N 15	KCTV	08/20/12	08/22/12	KCTV5 News @ 10P	10-1035pm		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTW----				1	\$650.00			
Totals											25	\$14,250.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/22/12	25	\$14,250.00	\$12,112.50
<b>Totals</b>	<b>25</b>	<b>\$14,250.00</b>	<b>\$12,112.50</b>

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:****Date**I, KEGAN BERAN,being/on behalf of: TODD AKIN, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: UNITED STATES SENATEin the PRIMARYelection to be held on: AUGUST 7, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--	--

I represent that the payment for the above described broadcast time has been furnished by:

PO BOX 31222 ST. LOUIS, MO 63131

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

SCOTT G. ENGELBRECHT


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

6/29/12

Date

  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, KEGAN BERAN

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:


☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

KEGAN BERAN

printed name

6/29/12

date



# STRATEGIC MEDIA PLACEMENT

PHONE: 740-201-5500

## BROADCAST AND CABLE TV TRAFFIC INSTRUCTIONS

date 8/13/2012  
to Traffic Department  
contact Kegan Beran - Whitney Eversole - Greg Phelps  
CLIENT RE: MO US SEN TODD AKIN

FLIGHT DATES: 8/14/2012 - TFN

Spot Name	Spot #	Spot Length	Rotation
Wrong Way Claire_REVISED	TVGENTA1201RH	00:00:30	100%
Wrong Way Claire_REVISED	TVGENTA1201R	00:00:30	100%

## BROADCAST AND CABLE TV

TV STATION/CABLE SYSTEM	DMA
KCTV	Kansas City, MO
KMBC	Kansas City, MO
KSHB	Kansas City, MO
WDAF	Kansas City, MO
KDNL	St. Louis, MO
KMOV	St. Louis, MO
KPLR	St. Louis, MO
KSDK	St. Louis, MO
KTVI	St. Louis, MO